

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Kristin Coit et al	Art Unit : 3688
Serial No. : 10/814,102	Examiner : Daniel Lastra
Filed : March 31, 2004	Conf. No. : 5180
Title : IMPROVING ADVERTISEMENT APPROVAL	

**MAIL STOP AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT IN REPLY TO ACTION OF JULY 16, 2010**

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims beings on page 2 of this paper.

Remarks begin on page 8 of this paper.